



8-29-7

Atty. Docket No. 696.001

3628  
JTW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of Srinivasan et al  
Serial No. 09/804,729 Examiner : Freda Ann Nelson  
Filed March 13, 2001 Art Unit : 3628  
For METHOD AND APPARATUS FOR TIME-AWARE  
AND LOCATION-AWARE MARKETING

August 28, 2007

RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" Service under 37 C.F.R. § 1.10, "Express Mail" Mailing Label No. EM 042619435 US, Date of Deposit, August 28, 2007, on the date indicated above and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450.

Stanley D. Ference III  
Reg. No. 33,879

August 28, 2007

Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Notice of Non-Compliant Amendment dated August 8, 2007,  
kindly enter the following corrected Amendments to the Claims section, which includes a  
complete listing of all the claims, with the markings relative to the last entered  
amendment. Claim 1 has been corrected to show the proper markings from claim 1  
submitted October 19, 2006.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks** begin on page 7 of this paper.